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MARCH 16, 1987

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

NCTA BOARD SETS NEW FIRST AMENDMENT PRIORITIES

REDSTONE SAYS GOAL IS TO KEEP VIACOM INTACT

CABLE MONTH PREPARATIONS IN HIGH GEAR

BASIC NETWORK RATINGS JUMP SHARPLY

MSO REPORTS TO WALL STREET FUEL STOCK BOOM

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CableVision

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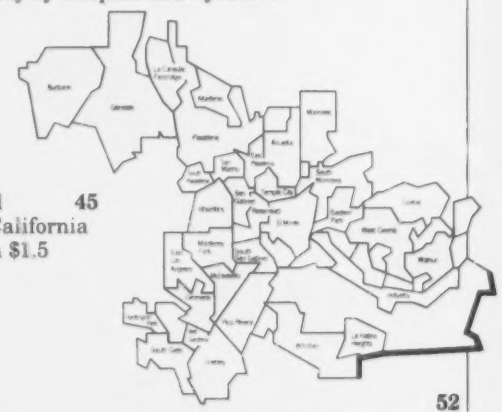

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Industry issues are rising even faster than the rampant Dow Jones average as MSOs deliver upbeat messages to Wall Street.

COVER STORY

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Despite a dearth of demographic information, local advertisers report the opportunity to use cable is reshaping their strategies, especially as interconnect organizations play an even bigger part in placement.

On the cover are frames from generic commercials supplied by Discovery Systems of Dublin, Ohio. Local advertisers need only to add their own tags.

Film product comparison-April

Film	Pay Networks					Distributor
Absolute Beginners					MAX	Orion
Across the Great Divide				DIS		Pacific Int'l
Act of Love					MAX	Paramount
Adventures of Huckleberry Finn, The	HBO	(ST)			(MAX)	Great Amwell
Adventures of Mark Twain				DIS*		Clubhouse Pictures
Adventures of the Wilderness Family				DIS		Pacific Int'l
After Hours	HBO				(MAX)	Warner Bros.
Alamo Bay	HBO				(MAX)	Tri-Star
Alchemist, The	HBO				(MAX)	Vestron
Alfie					MAX	Paramount
All Mine to Give				DIS*		RKO Pictures
...And Justice for All					MAX*	Columbia
Anne of Greeen Gables				DIS		Wonderworks
Angel	HBO					New World
Animals are Beautiful People		ST	(TMC)		(MAX)	Warner Bros.
April Fool's Day		ST				Paramount
April in Paris		ST			(MAX)	Warner Bros.
Around the World in Eighty Days	HBO				(MAX)	Network
Arrangement, The					MAX	Warner Bros.
At Close Range					MAX	Hemdale
Aviator, The	HBO				(MAX)	MGM UA
Back to the Future	HBO	ST	TMC			Universal
Bad Manners	HBO	(ST)				New World
Bandit of Sherwood				(DIS)	MAX	Columbia
Basic Training					MAX	The Movie Store
Bedroom Eyes					MAX	Film Gallery
Beer	HBO				MAX	Orion
Bells Are Ringing				DIS		MGM UA
Best Revenge		ST	(TMC)		(MAX)	Lorimar
Big Bounce, The			TMC			Warner Bros.
Big Gamble, The				DIS*		20th Century-Fox
Bill Cosby "Himself"	HBO	ST*			MAX	20th Century-Fox
Black and White in Color			TMC*			Centerpoint
Blind Rage	HBO					Cannon
Blood Alley			TMC*		(MAX)	Warner Bros.
Blood Brothers					MAX	Warner Bros.
Blood Simple			TMC		(MAX)	Circle
Blow Out	HBO	(ST)			(MAX)	Orion
Bobby Deerfield					MAX	Warner Bros.
Born to Run				DIS		Disney
Born Yesterday			TMC*	DIS	(MAX)	Columbia
Boy Named Charlie Brown, A				DIS		CBS
Breakfast Club, The	(HBO)	(ST)	TMC		(MAX)	Universal
Brewster's Millions	HBO	(ST)			MAX	Universal
Bride, The	(HBO)				MAX	Columbia
Bridge on the River Kwai			(TMC)	DIS*	(MAX)	Columbia
Bring on the Night					MAX	S. Goldwyn
Bronco Billy					MAX	Warner Bros.
Brother Can You Spare a Dime				DIS		Goldwyn
Buddy Holly Story, The				DIS		Columbia
Bully				DIS*		Goldwyn
Camel Boy, The				DIS		Cori Films
Care Bears Movie, The				DIS		Goldwyn
Care Bears Movie II				DIS		Columbia
Change of Seasons, A	HBO*					Film Finance
Clockwork Orange, A			TMC			Warner Bros.
Clue		(ST)	TMC			Paramount
Cliny Brown				DIS		20th Century-Fox
Cocoon	(HBO)	(ST)	(TMC)		MAX*	20th Century-Fox
Code Name: Emerald	(HBO)		TMC			MGM UA
Cold River	HBO					Pacific Int'l
Commando	HBO	(ST)			(MAX)	20th Century-Fox
Compromising Positions		(ST)	TMC*			Universal
Conan the Barbar		ST*			(MAX)	Universal
Continental Divide	HBO	(ST)	(TMC)		(MAX)	Universal
Country			(TMC)	DIS*		Touchstone
Creator	(HBO	ST			(MAX)	Universal
Crimes of Passion			TMC			New World
Cross Creek	HBO				(MAX)	Thorne-EMI
Crossroads					MAX	Columbia
Dangerously Close		ST				Cannon
Darby O'Gill and the Little People				DIS*		Disney
D.A.R.Y.L.		ST	(TMC)			Paramount
Devil Makes Three		ST				MGM UA
Don't Go Near the Water		ST				MGM UA
Dorothy in the Land of Oz	HBO					Oz Ltd.
Down and Out in Beverly Hills		ST*				Touchstone
Down Argentine Way			TMC		(MAX)	MGM UA
Dream Wife		ST				MGM UA
East of Eden			(TMC)		MAX	Warner Bros.
Edge of the City			TMC			MGM UA
Eleventh Victim					MAX	Paramount
Elie	HBO				(MAX)	Troma
Emerald Forest		ST	(TMC)			Embassy
Emmigrants, The					MAX	Warner Bros.
End Game		ST				Muller Media
Enemy Mine	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Enemy of the People, An					MAX	Warner Bros.
Explorers			TMC*			Paramount
Exorcist, The					MAX	Warner Bros.
Exorcist II the Heretic					MAX	Warner Bros.
Final Conflict, The	HBO		TMC			20th Century-Fox
First Legion, The					MAX	Coe Films
Fletch	(HBO)	(ST)	TMC*		(MAX)	Universal
Forever Darling		ST			(MAX)	MGM UA
Freaky Friday				DIS*		Disney
Fright Night	(HBO)				MAX*	Columbia
From Earth to the Moon				DIS*		RKO Pictures
Ghosthusters	HBO*				(MAX)	Columbia
Ghoulies	(HBO)				MAX	Vestron
Gotcha!	HBO	(ST)	(TMC)		(MAX)	Universal
Great Adventure		ST				Simcom
Great Dictator, The					MAX	20th Century-Fox
Great Gatsby, The					MAX	Paramount
Great Muppet Caper, The	HBO			(DIS)	(MAX)	ITC
Happy Hooker Goes to Hollywood, The		ST				Cannon
Happy Hooker Goes to Washington, The		ST*				Cannon
Hard Choices		ST	(TMC)		(MAX)	Lorimar
Head Office	HBO				(MAX)	Silver Screen
Heavenly Kid, The	HBO				(MAX)	Orion
Highlander	(HBO)	ST*				20th Century-Fox
Hollywood Knights, The	HBO*					Columbia
Home in Indiana				DIS		RKO Pictures
House at 12 Rose Street, The		ST				J. Phillips
House of Dies Dreer, The				DIS		Wonderworks
Howling II	HBO				(MAX)	Hemdale
I Married the Klondike				DIS*		Canadian Broadcasting Corp.
In Search of the Castaways				DIS		Disney
Invasion USA		ST	(TMC)			Cannon
Iron Mistress, The			TMC			Warner Bros.
Jake Speed	HBO					New World
Jazz Singer, The		(ST)	(TMC)		MAX	Warner Bros.
Jesus			TMC			Warner Bros.
Jim Thorpe-All American		ST			(MAX)	Warner Bros.
Joey	(HBO)		(TMC)		MAX	Satori
Johnny Dangerously	HBO				(MAX)	20th Century-Fox
Julius Caesar		(ST)	TMC			MGM UA
Just One of The Guys	HBO				(MAX)	Columbia
Kelly				DIS		Paramount
Kideo	HBO*	ST	(TMC)			20th Century-Fox
Kid Colter	HBO*					The Movie Store
Kid from Left Field, The				DIS*		20th Century-Fox
Killing Fields, The	(HBO)		TMC*		(MAX)	Warner Bros.
Killing Party	HBO					MGM UA
Kim		ST			MAX	MGM UA
King Richard and the Crusaders					MAX	Warner Bros.
Kiss of the Spider Woman			TMC*			Embassy
Knight Without Armour				DIS*		Goldwyn
L'addition					MAX	New World
Ladyhawke	HBO	(ST)	(TMC)		(MAX)	Warner Bros.
Last Innocent Man	HBO					Maurice Singer
Last of Sheila			TMC			Warner Bros.
Last Time I Saw Paris		ST			(MAX)	MGM UA
Latin Lovers		ST				MGM UA
Kenny			TMC			MGM UA
Lion in the Desert					MAX	Magnum
Little Boy Lost				DIS*		Adler Video Mktg.

Film	Pay Networks						Distributor
Little Boy Lost				DIS*			Adler Video Mktg
Little Treasure	HBO						Tri-Star
Lone Wolf McQuade						MAX	Tri-Star
Long Day's Journey Into Night		ST					Showtime
Longshot, The	(HBO)	(ST)	(TMC)			MAX	Orion
Lost in America	(HBO)	(ST)	TMC			(MAX)	Warner Bros.
Mad Max Beyond Thunderdome	(HBO)	(ST)	(TMC)			MAX*	Warner Bros.
Malibu Express			(TMC)			MAX	Malibu Bay
Man Who Came to Dinner, The						MAX	MGM/UA
Manny's Orphans		ST	(TMC)				Castle Hill
Man With One Red Shoe, The	(HBO)		TMC*				20th Century-Fox
Mask		(ST)	(TMC)			MAX*	Universal
Master of Ballantrae, The		(ST)				MAX	Warner Bros.
Matter of Life and Death, A	HBO						Lorimar
Meet the Wombles		ST					Satori
Member of the Wedding				DIS*	(MAX)		Columbia
Miscief	(HBO)	(ST)	TMC			MAX	20th Century-Fox
Modern Behavior			TMC				Ho-tel Inc
Modern Problems			TMC				20th Century-Fox
Money Pit, The	HBO	ST	TMC			MAX	Universal
Montana Territory						MAX	Columbia
Mountain Family Robinson				DIS*			Suncom
Mr. Blanding Builds His Dream House						MAX	RKO Pictures
Mr. Love						MAX	Warner Bros.
Mrs. Soffel	HBO					(MAX)	MGM/UA
Murphy's Law		ST	TMC				Cannon
My Fair Lady				DIS			CBS
My Man Adam	HBO					(MAX)	Tri-Star
My Science Project		ST*				(MAX)	Disney
Mystery Mansion	(HBO)	ST					Pacific Int'l
National Lampoon's European Vacation	(HBO)					MAX*	Warner Bros.
Neighbors						MAX	Columbia
Neptune's Daughter			TMC*				MGM/UA
Never Cry Wolf				DIS*			Disney
New Land, The						MAX	Warner Bros.
Night Crossing				DIS			Disney
Nightmare on Elm Street, A	(HBO)		TMC*				New Line Cinema
Night the Lights Went Out in Georgia, The	HBO					(MAX)	Viacom
Ninja III The Domination	HBO		(TMC)				Cannon
Nomads		ST					Atlantic
Off Beat		ST					Touchstone
Oh God! Book II	HBO						Warner Bros.
One Too Many	HBO						Learning
On the Waterfront						MAX	Columbia
Opposite Sex, The		ST					MGM/UA
Pale Rider	(HBO)	(ST)	(TMC)			MAX	Warner Bros.
Perils of Gwendoline, The		ST	(TMC)			(MAX)	Goldwyn
POW, The Escape		ST*					Cannon
Private Resort	(HBO)					MAX	Tri-Star
Prodigal, The			TMC*				MGM/UA
Quest, The				DIS*			Miramax
Rascal				DIS			Disney
Red Balloon, The	HBO						Janus
Reluctant Debutante, The				DIS			MGM/UA
Revolution	(HBO)					MAX	Warner Bros.
Richard Pryor Here and Now	HBO					(MAX)	Columbia
Richard Pryor Live in Concert	HBO		(TMC)			(MAX)	G.P. Biller
Ride Vaquero!		(ST)				MAX	MGM/UA
Road Warrior, The		ST	TMC			MAX	Warner Bros.
Rocky IV	HBO					(MAX)	MGM/UA
Royal Wedding		ST*		DIS*			MGM/UA
Runaway Train		(ST)	TMC				Cannon
Running Brave	HBO						Disney
Sahara			TMC				Viacom
Savage Harvest	HBO					(MAX)	Savage
Say Yes	HBO						Cinetel
Scarecrow			TMC			MAX	Warner Bros.
Scream of Fear						MAX	Columbia
Secrets of a Mother and Daughter	HBO						Columbia
Seven Days to Noon			TMC*				New Century
Seven Minutes to Heaven	HBO						Warner Bros.
Silent One, The			TMC	(DIS)			Satori
Silver Bullet			TMC				Paramount
Silver Chalice, The			(TMC)			MAX*	Warner Bros.
Sinbad and the Eye of the Tiger	(HBO)				DIS		Columbia
Sky High	HBO						Formax
Slayground	HBO						Thorn-EMI
Smooth Talk						MAX	Int'l Spectrafilm
S.O.B.	HBO	ST	(TMC)			(MAX)	Lorimar
Solo					DIS*		Dayton Stewart
Son of Fury					DIS*		20th Century-Fox
Spanish Main, The					DIS		RKO Pictures
Spies Like Us	(HBO)					MAX	Warner Bros.
Squizzy Taylor	HBO						Satori
Stage Struck					DIS		RKO Pictures
Start the Revolution Without Me				TMC			Warner Bros.
Static				TMC			Siren
Story of Will Rogers, The						MAX	Warner Bros.
Sterile Cuckoo, The						MAX	Paramount
Straight Time				TMC		MAX	Warner Bros.
Strange Companions					DIS*		Disney
Strip, The				TMC			MGM/UA
Summer Rental			ST	TMC			Paramount
Sure Thing, The			ST	TMC*			Embassy
Sword in the Stone					DIS		Disney
Taps	ST					MAX	20th Century-Fox
Terry Fox Story, The	HBO						R. Cooper
Test of Love, A	HBO						Universal
Texas Carnival				TMC			MGM/UA
That's Dancing!	HBO					(MAX)	MGM/UA
These Thousand Hills					DIS*		20th Century-Fox
Thief Who Came to Dinner				TMC			Warner Bros.
Those Glory, Glory Days				TMC			Film Gallery
Three Caballeros, The					DIS		Disney
Tigers in Lipstick						MAX	Castle Hill
Time Bandits	HBO	ST	TMC				Embassy
Tomboy		ST				MAX*	Crown
Tom Sawyer					DIS*		MGM/UA
Top Hat					DIS	(MAX)	RKO Pictures
Torment						MAX	New World
Trancers	HBO			TMC		(MAX)	Vestron
Transylvania 6-5000						MAX	New World
Trenchcoat						MAX	Disney
Turk 182!	HBO	ST				(MAX)	20th Century-Fox
Twice in a Lifetime		(ST)	TMC				Roberts
Urgh! A Music War		ST	(TMC)				Lorimar
Vanishing Prairie, The					DIS		Disney
Venus						MAX	Goldfarb
Verdict, The		ST	TMC				20th Century-Fox
Vindicator						MAX	20th Century-Fox
Vision Quest				TMC		(MAX)	Warner Bros.
Warrior and the Sorceress, The	(HBO)	ST					New Horizons
Weird Science	(HBO)		(TMC)			MAX*	Universal
What Comes Around						MAX	Sunsom
When Father Was Away on Business				TMC			Cannon
When Nature Calls				TMC			Troma
When You Comin' Back, Red Ryder?				TMC			Viacom
Wind in the Willows, The					DIS*		D.L. Taffner
Woman Called Golda, A						MAX	Paramount
Yentl	HBO			(TMC)			MGM/UA
Young Man with a Horn				(TMC)		MAX	Warner Bros.
Young Man with Ideas				TMC			MGM/UA
Young Sherlock Holmes			(ST)	TMC			Paramount

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
DIS—The Disney Channel
MAX—Cinemax

- Networks in parentheses indicate carriage in November, December, January, February and/or March.
- An asterisk indicates the film is a carry-over from November, December, January, February and/or March.
- In total, 280 films appear on the April schedules of Home Box Office, Showtime, The Movie Channel, The Disney Channel and Cinemax. Of those titles during the last six months, none has played on all five services, 14 have played on four of the five services, 26 have played on three, and 80 have played on two of the five services. One hundred and sixty titles on the April schedules of these five services were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV in April is Warner Bros. with 42, followed by MGM/UA with 30, 20th Century-Fox with 22, Columbia with 19 and Paramount with 19.
- Titles subject to change.

Cable services subscriber count

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	245	4,900,000
Alternate View Network	206	2,500,000
American Movie Classics	1,000	4,000,000
Arts & Entertainment (A&E)	2,300	22,000,000
Black Entertainment Television (BET)	756	11,521,407
Cable News Network (CNN)	10,122	38,456,000
Cable Value Network	500	10,000,000
C-SPAN	2,400	26,000,000
C-SPAN II	288	7,592,922
CBN Cable Network	7,796	34,086,000
Consumer Discount Network	40	750,000
Consumer Discount Network 2	60	2,000,000
Country Music Television	470	6,700,000
The Discovery Channel	1,500	14,000,000
ESPN	14,700	39,300,000
Eternal Word Television Network (EWTN)	363	6,300,000
Financial News Network (FNN)	1,450	24,000,000
GalaVision	252	425,000
Headline News	3,730	22,724,000
Hit Video USA	41	1,700,000
Home Shopping Network	722	11,613,217
Home Shopping Network 2	245	5,820,000
International Television Network	42	20,130,000
The Learning Channel	820	7,406,354
Liberty Broadcasting Network	90	1,300,000
Lifetime	3,050	29,000,000
Music Television (MTV)	4,490	32,600,000
The Nashville Network	3,770	26,600,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,770	30,300,000
The Nostalgia Channel	185	850,000
PTL The Inspirational Network	1,678	15,000,000
QVC Network	450	10,500,000
Score	1,050	19,000,000
Rock Christian Network	9	886,000
Silent Network	206	6,800,000
Sky Merchant	12	600,000
Sweepstakes Channel	N/A	N/A
TelShop	750	10,500,000
Tempo Television	665	12,500,000
The Travel Channel	40	5,000,000
Trinity Broadcasting Network	471	6,387,000
Univision	383	33,673,000
USA Network	8,500	35,000,000
Video Hits One (VH-1)	1,588	17,300,000
Video Shopping Mall	NA	NA
The Weather Channel	2,400	24,000,000
WGN-TV	9,365	22,481,000
WOR-TV	2,097	9,105,083
WPIX-TV	270	2,471,000
WTBS-TV	11,249	39,330,000
Pay services		
Bravo	300	400,000
Cinemax	3,650	4,100,000
The Disney Channel	4,300	3,175,000
Home Box Office (HBO)	6,700	15,000,000
The Movie Channel	3,250	3,250,000
The Playboy Channel	620	610,000
Showtime	3,200	5,400,000
Audio services		
Cable Radio Network	31	1,600,000
JazzAmerica	NA	NA
KKGO Super Jazz	11	98,521
Moody Bible Institute	59	868,516
Satellite Radio Network	251	740,000
Seeburg Lifestyle	151	2,465,000
Seeburg Lifestyle Adult Contemporary	25	536,000
Tempo Sound	300	1,000,000
WFMT Chicago	157	1,201,000
Text services		
AP News Cable	275	3,600,000
AP News Plus	60	1,500,000
Cable SportsTracker	30	2,068,000
DBC/MarketWatch	50	NA
Electronic Program Guide (EPG)	364	6,972,000
EPG Jr.	77	78,610
Genesis Cable Storytime	35	1,310,000
Reuters News View	325	3,250,000
TV Decisions	170	6,300,000
Text services		
UPI Data Cable	450	4,000,000
X*Press	60	1,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Cable Video Entertainment	150	5,600,000
Fuji Network	3	12,000
Nippon Golden Network	3	12,000
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	155,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	9	400,000
Cable TV Network of New Jersey	38.7	1,300,000
The Ecumenical Channel	7	149,000
KTVT	133	1,891,000
Life Newsvision	35	50,000
Madison Square Garden	83	2,015,000
Meadows Racing Network	14	446,000
News 12 Long Island	7	500,000
Prime Cable	-	318,204
Prime Ticket	207	1,600,000
SportsVision (Chicago)	38	610,000
Texas Cable Network	15	646,000
Pay services		
Dodgervision	44	935,000
Home Sports Entertainment—Houston/Dallas	119.5	216,000
Home Team Sports	100	500,000
New England Sports Network	156	172,178
PRISM-Philadelphia	90	370,000
Pro-Am Sports	128	160,000
SportsChannel (New England)	135	363,000
SportsChannel (New York)	66	562,000
Z Channel	25	89,500

Announced services

Satellite-fed services	Expected launch
Americana Network	3rd Quarter 1987
American Catalog Shopper's Network	4/87
Apollo Entertainment Television	TBA
Barter Resources Shopping Network	3rd Quarter 1987
The Book Channel	TBA
Comedy Television	1st Quarter 1987
Discovery Computer Network	1987
Discovery Financial Network	1987
Drive-In Movie Channel	2nd Quarter 1987
El Canal Musical	4th Quarter 1987
Ethnic Radio Networks	1st Quarter 1987
EventTelevision	1st Quarter 1987
The Fashion Channel	2nd Quarter 1987
Gospel Music Network	3/87
International Business Network	2nd Quarter 1987
International Cablecasting's Cable Radio Network	9/87
Movie Time	6/87
Ozark Mountain Network	(2/87)
The Preview Network	3/87
Telaction	6/87
Tunnelvision	10/87
Vacation Travel Network	6/87
Video Shoppng Center (Telstar/LBS)	4/87
World Travel Network	1st Quarter 1987

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available. TBA denotes to be announced.